

Message Text

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PAGE 01 DUBAN 00060 111433Z POSS DUPE
ACTION AF-08

INFO OCT-01 ISO-00 EB-08 /017 W
-----112100Z 008479 /70

R 111350Z FEB 77
FM AMCONSUL DURBAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 2484

UNCLAS DURBAN 60

USDOC

E.O.11652: NA
TAGS: BBSR SF
SUBJECT: VOLUNTARY WTDR: ELECTROMATIC (PTY.) LTD.

REF: STATE 016672

1. SOUTH AFRICA 2. CNTRY CODE: 791 3. SER.NO: NA
 4. ELECTROMATIC (PTY.) LTD.
 - 4A. CODE: 4B. CODE: 03 4C. CODE:
 5. P.O. BOX 1252, PIETERMARITZBURG 3200; 28 WIGANTHORPE RD.
 6. PIETERMARITZBURG 3201
 7. ESTAB: 1969 8. EMPL: 30 9. SIZE: (20-X) MEDIUM
 10. REPUTATION: (22-X) GOOD
 11. SALES TERRITORY: REPUBLIC OF SOUTH AFRICA AND VARIOUS
EXPORT MARKETS, INCLUDING UNITED STATES, CANADA, SOUTH AMERICA
AND MOST OF EUROPE.
 12. RPT. DATE: 02/77
 13. 36623/034 ELECTRONIC DEVICES, ESPECIALLY TRAFFIC CONTROL
SYSTEMS SUCH AS INDUCTIVE LOOP DETECTORS.
 14. CONTACT: R.M. MAUD TITLE: MANAGING DIRECTOR
 15. CABLE: ELECMAT, PIETERMARITZBURG 16. TELEX: 6-6433
 17. TEL: 5-3055
 18. FINANCIAL REF: STANDARD BANK OF S.A. LTD., PIETERMARITZBURG
 19. TRADE REF: STC S.A.LTD., P.O.BOX 286, BOKSBURG, TRANSVAAL
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20. NO AGENCIES OR LICENCES HELD.
21. ELECTROMATIC (PTY.) LTD. IS A FAIRLY SMALL, BUT TECHNOLOGICALLY
ADVANCED COMPANY BASED IN PIETERMARITZBURG. THE COMPANY WAS
FOUNDED IN JOHANNESBURG IN 1969, BUT MOVED TO PIETERMARITZBURG
IN 1971, WHERE IT IS BASED IN A MODERN, AIR-CONDITIONED AND
DUSTPROOF FACTORY. THE COMPANY'S MAIN PRODUCT AT PRESENT
CONSISTS OF INDUCTIVE LOOP DETECTORS,

USED TO MONITOR TRAFFIC VELOCITY AND DENSITY, AND UTILIZED TO OPERATE TRAFFIC LIGHTS OR IN APPREHENDING SPEEDERS. THIS EQUIPMENT IS WIDELY USED IN SOUTH AFRICA, AND IS ALSO EXPORTED BY THE COMPANY TO SOME 30 DIFFERENT MARKETS, INCLUDING EUROPEAN COUNTRIES, THE UNITED STATES AND CANADA. (EXPORTS IN 1976 AMOUNTED TO R500,000).

A NEW DEVELOPMENT THE COMPANY IS WORKING ON HAS RAISED CONSIDERABLE INTEREST OVERSEAS. IT INVOLVES INDIVIDUAL CODING OF MOTOR VEHICLES, WHICH MAKES POSSIBLE THE ELECTRONIC DETECTION OF STOLEN VEHICLES, UNPAID LICENCE FEES, AUTOMATIC BILLING OF TRAFFIC TOLLS, ETC. CERTAIN ASPECTS ARE PROTECTED BY WORLDWIDE PATENTS, AND THE ADOPTION OF THE SYSTEM BY LARGE OVERSEAS COUNTRIES COULD LEAD TO AN ENORMOUS EXPANSION OF THE COMPANY.

THE COMPANY ENJOYS A VERY GOOD REPUTATION IN LOCAL BUSINESS CIRCLES, AND A BANKING SOURCE REPORTS THAT THE DIRECTORATE IS KNOWN TO THEM AS RELIABLE AND RESPECTABLE, WHILE THE COMPANY IS REGARDED AS GOOD FOR ITS BUSINESS COMMITMENTS. WE RECOMMEND THE COMPANY AS A SUITABLE BUSINESS CONTACT FOR U.S. FIRMS.

22. PREPARED BY: M.MOUTON APPROVED BY: E.F. FUGIT
AT: U.S. CONSULATE GENERAL, DURBAN
FARBER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
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Executive Order: N/A
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Expiration:
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Format: TEL
From: DURBAN
Handling Restrictions: n/a
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Legacy Key: link1977/newtext/t19770251/aaaabsut.tel
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Original Previous Classification: n/a
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SAS ID: 3346080
Secure: OPEN
Status: NATIVE
Subject: VOLUNTARY WTDR: ELECTROMATIC (PTY.) LTD.
TAGS: BBSR, SF
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Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/2ff9f5c7-c288-dd11-92da-001cc4696bcc
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